

## REMARKS

Reconsideration and allowance of the present application are respectfully requested.

Claims 10 and 11 are presently pending in this application. Withdrawn claims 1-9 and 12-17 have been cancelled, because they are directed to non-elected subject matter. Claim 10 has been amended as supported in the present specification including in Example 1, at page 31 and other examples.

No new matter has been added.

In response to the Examiner's request for cancellation of non-elected claims, the previously withdrawn claims 1-9 and 12-17 have been cancelled as shown above. The applicants have cancelled the withdrawn claims with the express reservation of the right to file one or more divisional applications to pursue the non-elected subject matter.

The applicants respectfully traverse the rejection of claims 10 and 11 under 35 USC 103(a) in view of the cited reference, Foulger et al.

This reference does not make the presently claimed invention to be obvious.

The presently claimed invention solves the problem of low opacity which occurs when the particle diameter of an anatase type titanium dioxide pigment is too small as compared with optimum particle diameter which can theoretically provide the highest opacity (see present specification at page 2, lines 9-13).

The object of the invention disclosed in Foulger et al is to provide anatase titanium dioxide having a large crystal size (column 1, lines 4-6). This object is accomplished by employing the complex multiple calcining zones as described in Foulger at column 1, lines 53 to column 2, line 1; at column 3, lines 18 – 43; in the Example at column 4; and in claim 1. According to the method of Foulger, the titanium oxide was produced by passing (moving) the material from a first calcination zone, into

a second calcination zone, into a third calcination zone, into a forth calcination zone, into a fifth calcination zone and finally into a sixth calcination zone.

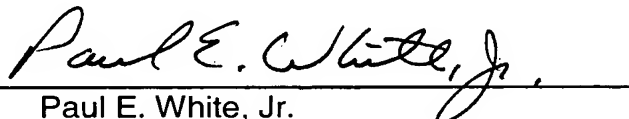
In contrast, according to the presently claimed method, the material is simply heated and calcined at a certain temperature in one location, i.e. zone. This is supported in the present specification including in Example 1, page 31, lines 10-11, where the material was simply calcined by heating at 960°C for 1 hour using an electric oven. The electric oven is a single location, i.e. single zone, in which calcination occurs. This single site calcination is employed in other examples of the application such as Examples 2, 3 and 4. The presently claimed method yields a high quality product of anatase titanium dioxide having a large crystal size, excellent whiteness and high opacity. The single calcination site, i.e. zone, in the presently claimed method, together with the other recited features, provides a simple, effective method that distinguishes over the complex method of Foulger.

Accordingly, the applicants submit that the present invention as recited in claims 10 and 11 are fully allowable under Section 103(a) in view of the cited art.

In view of the above, it is believed that the present application is in condition for allowance and a Notice to that effect is respectfully requested.

Respectfully submitted,

MANELLI DENISON & SELTER, PLLC

By 

Paul E. White, Jr.

Reg. No. 32,011

Tel. No.: (202) 261-1050

Fax No.: (202) 887-0336

2000 M Street, N.W.  
Seventh Floor  
Washington, D.C. 20036-3307  
(202) 261-1000